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U. S. DEPARTMENT OF AGRICULTURE  
Production & Marketing Administration

511-513 U. S. Court House  
Phone 2-1365

Fort Worth 2, Texas  
November 1, 1945

USDA FOOD BULLETIN

The changing scene on the fruit and vegetable markets including new offerings, current price developments, and shopping opportunities are news to the wholesale and retail trade, the producer, and most of all, to the general public.

Heading the list of best buys this week is the Texas grapefruit and closely following is the Texas orange. Citrus fruits when considered on the basis of vitamin content and relative prices are better values than present tomato offerings. Grapefruit and Texas oranges are both cheaper now on the wholesale markets than they were at the beginning of the season. Tomatoes on the other hand, have advanced recently. Grapefruit offerings are mostly the Marsh Seedless variety with a few pinks and ruby reds. Oranges include both Navels and Hamlin's. Other Texas citrus now available are lemons and limes. An occasional lot of the first Texas tangerines of the season are also on the market.

Price developments on important commodities include slightly higher wholesale ceilings November first on onions and sweet potatoes. These advances of a fraction of a cent per pound do not mean much to the consumer on his small purchases but some growers have held back supplies to get the advantage of the higher prices. Both sweet potatoes and onions are still listed as best buys. Both are especially popular at this time of year and will be more so with colder weather.

New arrivals are also of interest. California lettuce which is on the market the year round is now supplemented with lettuce from Idaho. Celery includes Golden Heart as well as the Pascal variety. Supplies are from California, Oregon, Michigan, and Colorado.

Buyers looking for something more novel than the products which are available throughout the year find that persimmons, pomegranates, and pineapples are the three "P's" which come in this class.

For the consumer who is fond of root crops, there is a full line of excellent quality which are splendid values. This includes beets, carrots, green onions, parsnips, rutabagas, and turnips. They are fine for Irish stew, the boiled dinner, the vegetable soup, and other dishes. There are also some fresh greens which go so well with fall meals.

The supply of pumpkins was by no means exhausted by Hallowe'en celebrations. There are plenty of pumpkins for Thanksgiving pies, but why wait for that festive meal?

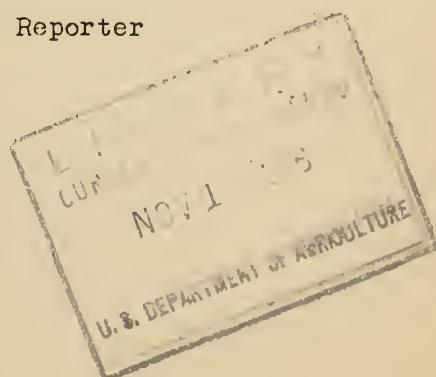
Fresh arrivals of cranberries are also here from Wisconsin and Massachusetts. And if you want turkey with your cranberries the fine lot of new turkeys will be moving quite generally next week.

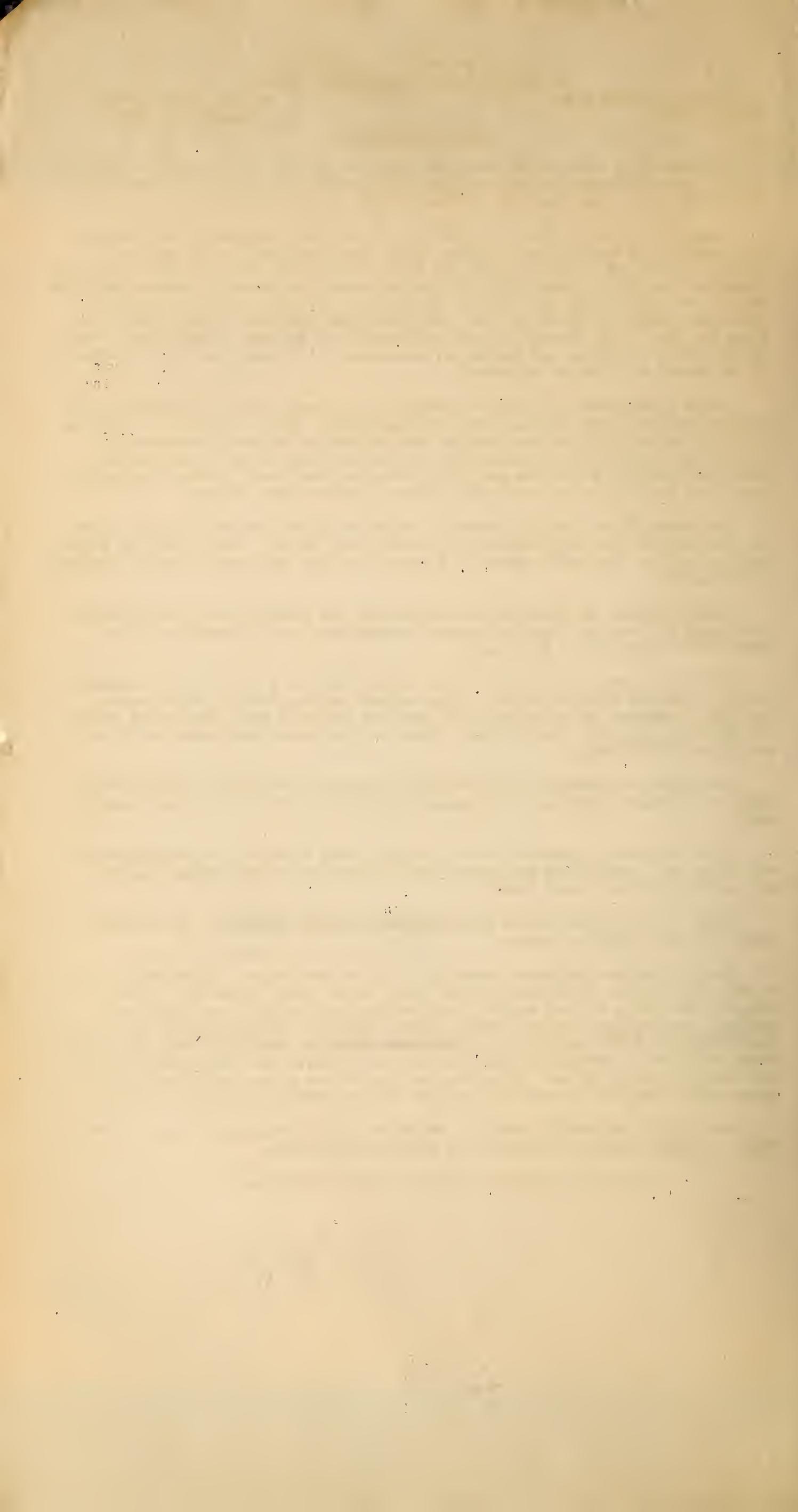
Fancy new crop dried fruits from California are now featured. They include dates, raisins, figs, and others.

Perhaps the most important vegetable of all is the potato. Harvesting of one of the best crops of Irish potatoes ever grown is now being completed. Recent arrivals are mostly of fine quality, well matured, and suitable for large size purchases and storage. During wartime potato washing at shipping points was mostly discontinued, but now most of the arrivals are coming in washed and well graded. There are a few in consumer packages and more are expected in these small bags than were offered during the war. A medium sized potato has no more calories than a large apple which will be news to consumers who are watching their waist lines.

Our story of the market would be incomplete without mention of the new crop nuts. Almonds, peanuts, filberts, and pecans are now here.

Furnished by Ralph G. Risser, Federal Food Reporter





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U. S. DEPARTMENT OF AGRICULTURE  
Production & Marketing Administration

511-513 U. S. Court House  
Phone 2-1365

Fort Worth 2, Texas  
November 8, 1945

USDA FOOD BULLETIN

Keeping up with the market is a problem with many buyers whether they buy in market basket quantities or in carloads. The complexity and the magnitude of the fruit and vegetable industry have greatly increased in recent years and changes occur in the picture every week. The federal food reporter visits the wholesalers each morning where he collects market information and keeps on the look-out for new developments.

There are plentiful supplies of a number of commodities. There are banner crops of potatoes, sweet potatoes, grapefruit, oranges, and pears.

On the other hand certain supplies are limited just now. Very early plantings of fall vegetables were delayed somewhat this season in some Texas districts. Up to now receipts have been only fair, but a wider variety and more ample quantities are expected.

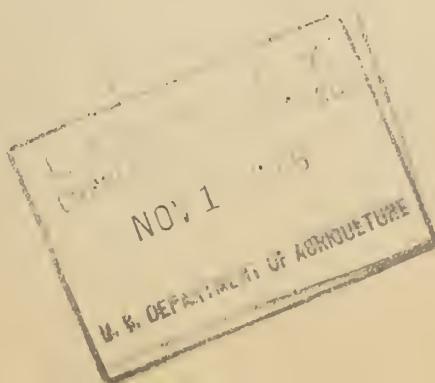
One of the events of the week has been the movement of a few South Texas tomatoes. Good tomatoes are scarce and high in price and the first receipts from the South are coming on at a time when the market is firm. While tomato supplies are short, many consumers are finding that the ample offerings of citrus fruits are an excellent and economical substitute since tomatoes and citrus fruits are both splendid sources of the same vitamin. Regardless of the limited rail movement of grapefruit from the Lower Rio Grande Valley this week, Texas markets are well supplied with the white variety known as Marsh Seedless and there are some Pinks and Ruby Reds. If you happened to get a sour grapefruit at the beginning of the season, forget it, for the quality and sweetness of the fruit improves as the season advances.

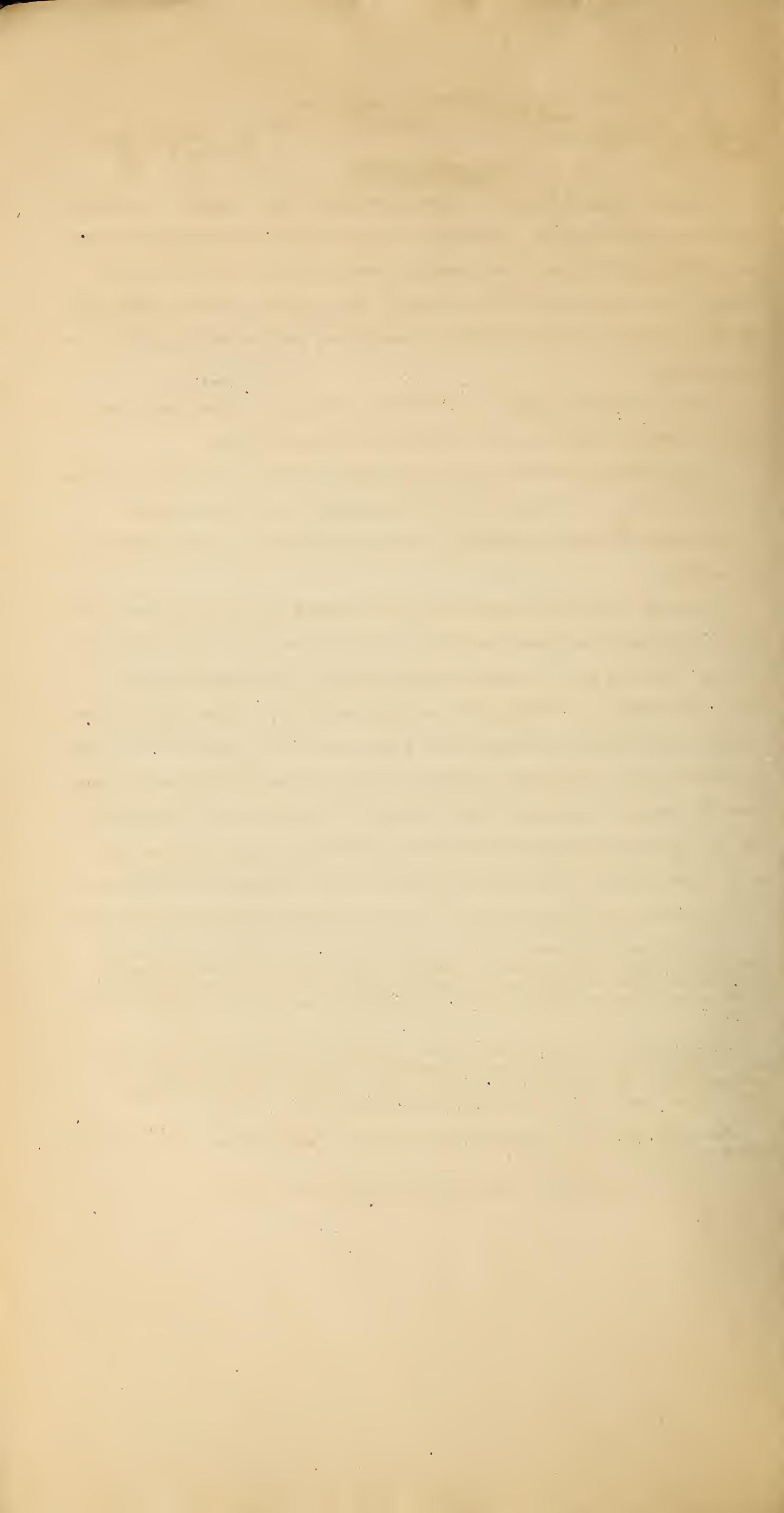
Other fruits which attract special attention are the fancy and extra fancy Northwestern apples which are always popular. Late varieties of pears are also available and they are only at their best when they have reached the proper stage of maturity. Texas has already consumed exceptional quantities of boxed pears this season.

Cooler weather is due and the trade is anticipating an increase in the sweet potato trading. The quality of this year's crop is reported high. Supplies of both Porto Rican and Maryland sweets are on hand. In some producing sections, stocks of the latter variety are said to be cleaning up.

Best buys this week include grapefruit, oranges, Irish Potatoes, Sweet potatoes, cabbage, carrots, beets, onions.

Furnished by Ralph G. Risser, Federal Food Reporter





U. S. DEPARTMENT OF AGRICULTURE  
Production & Marketing Administration

511-513 U. S. Court House  
Phone 2-1365

Fort Worth 2, Texas  
November 15, 1945

USDA FOOD BULLETIN

The holidays are coming. It isn't too early to talk turkey to the butcher, but we are promised a good supply of turkeys this year. Perhaps the offerings of cranberries will be none too plentiful, but from soup to nuts, foods for the Thanksgiving dinner appear to offer possibilities for many second helpings, not alone to the guests, but with no need for the family to hold back in asking for an extra serving. The larger birds may well be the best buys if cold turkey, turkey hash, turkey soup, etc. are wanted for following meals. Special dinners on other occasions may also be good times for roast turkey and its trimmings.

Celery is good any time in the year, and it is especially appropriate for the Thanksgiving feast. Just now the celery from the California delta is at its best. The newest thing in available celery is the Golden Pascal which is bleached more than the regular Pascal variety. Both the popular Golden Heart and the Pascal which is prized for flavor and vitamin content are on hand, the latter being the least expensive. Years ago celery was usually shipped in the rough, dirty and untrimmed. Now it is individually washed and trimmed at shipping point.

Grapefruit is the big headliner in food values. It tops the list of best buys. A good whole Texas grapefruit is a nice thing to start the Thanksgiving dinner. It's also a delightful breakfast fruit to start a cheerful busy day. Promise yourself that you will have your full share of the splendid crop now coming on the market. Prices are still lower this week.

Other outstanding values in fruits include small oranges and small apples. The Texas Navels will soon be gone, but Texas Hamlin's and California Valencias are also on hand. Large apples and bananas are rather scarce, but for the Thanksgiving pies there are pumpkins and small apples for apple or mince meat pie.

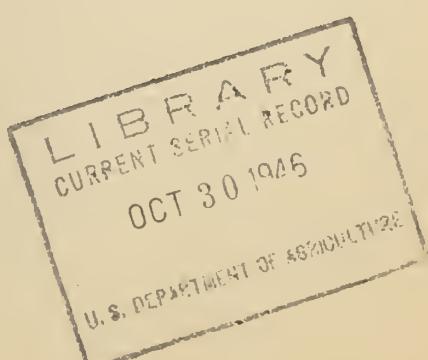
For the fruit bowl, California Emperor grapes and Washington Anjou pears are attractive and available. The late varieties of pears are splendid dessert fruits if allowed to fully ripen.

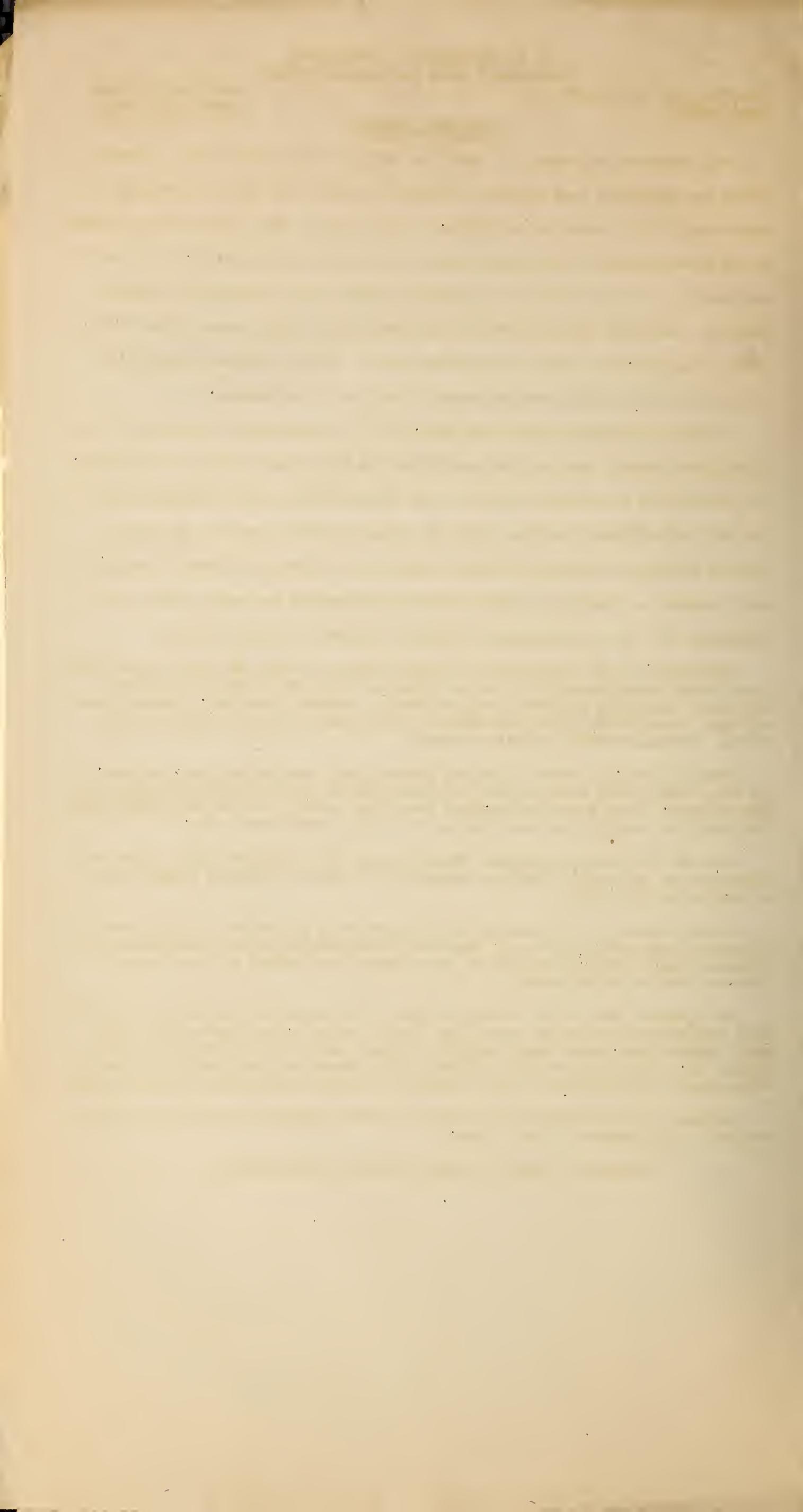
Irish potatoes are now adapted for preparation in all sorts of ways. They are suitable for any meal in the day. Some are being exported to less fortunate countries, but ample supplies are left in this country even though the crop is not quite as large as was expected.

An important part of the current picture is the excellent assortment of fresh green vegetables now arriving from South Texas. Peppers, egg plants, black eyed peas, English peas, green beans, carrots, spinach, and other products are being brought in. Along with the heavy holiday meals, housewives are wisely planning to serve plenty of vegetables to their families to provide wholesomely balanced menus.

Perhaps the newest product to appear are Cuban coconuts, but they may not be available in all markets at this time.

Furnished by Ralph G. Risser, Federal Food Reporter





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Production and Marketing Administration

511-513 U. S. Court House  
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Fort Worth 2, Tex  
November 21, 1945

USDA FOOD BULLETIN

"One of the events of Thanksgiving week in the fruit and vegetable markets"

says Ralph Risser, Federal Food reporter" was the suspension of ceiling regulations on citrus fruits". Texas grapefruit, despite its national popularity, has been selling below ceiling recently and has been an outstanding value. The white Marsh Seedless is still on the bargain shelf but California lemons have advanced in price and the Ruby Red and pink grapefruit also Navel oranges and preferred sizes of Valencia oranges are averaging higher in price since replacement costs are now higher. From the nutrition angle and the economic viewpoint, Texas Seedless grapefruit is a best buy and is still available at rock bottom prices. They are good in fruit salads, fruit cocktails, cold drinks, or may be served as halves, segments, or slices.

The good standbys for fall and winter weather are Irish potatoes and sweet potatoes. Mashed, boiled, baked, fried, and cooked in meat pies they fill a vital place in our national diet. This season Irish potatoes are washed, or sacked in consumer bags, or packed under specifications for certain brands. Export arrangements have been made for sending American grown Irish potatoes to France, Belgium, and Canada. With cooler weather Sweet potatoes have been moving into consumption more rapidly at slight advances in the wholesale prices.

In some respects reconversion in the fruit and vegetable industry is well along. Business operations are getting back to normal. Current shortages are not so much a result of the war as of the weather. The shortest important fresh fruits and vegetables just now are tomatoes, apples, bananas and possibly cranberries.

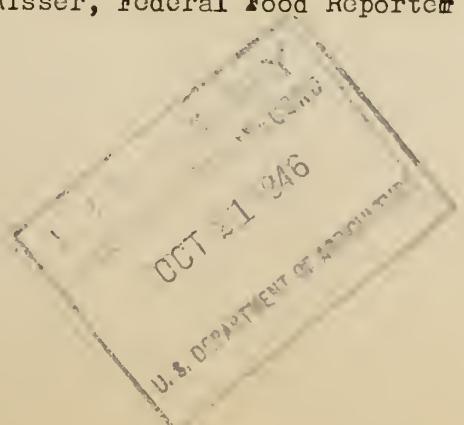
Fresh fruits other than citrus are still on the market in limited variety. D'Anjous pears, Emperor and Almeria grapes, and some apples are available. Apples are not as short now as they probably will be later. There are Jonathans, Rome Beauties, McIntosh and a few Delicious and other varieties. Even now it may be hard to buy the size and variety which is preferred.

Available turkeys have not been exhausted by the heavy requirements of a peace time Thanksgiving. Turkey meat is abundant because there are lots of turkeys and many of them grew quite large.

New crop products now beginning to show up on the markets include tomatoes from South Texas and Mexico and new potatoes from South Texas.

Recent best buys include grapefruit, small apples, small oranges, Irish potatoes, carrots, cabbage, beets, spinach, sweet potatoes, black eyed peas, and green beans.

Furnished by Ralph G. Risser, Federal Food Reporter





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U. S. DEPARTMENT OF AGRICULTURE  
Production & Marketing Administration

511-513 U. S. Court House  
Phone 2-1365

Fort Worth 2, Texas  
Nov. 29, 1945

USDA FOOD BULLETIN

Fruit and vegetable supplies are often affected by weather developments in far districts. Just now the quantities of available bananas is quite limited, because of November hurricane damage in Honduras. A rainy autumn in California and late November frosts in some sections of Florida, Texas, and other states have contributed to a current shortage of tomatoes. Unfavorable conditions during the growing season cut the national apple crop very short.

However, there is no general shortage of fresh fruits and vegetables. On the contrary, there is an excellent assortment of offerings with some new items. As compared with the serious food situation in Europe, the United States in general, and Texas in particular have an abundance of food including fruit and vegetables.

Peace time conditions have permitted the trade to give more special consideration and attention to customer preferences and conveniences. For the convenience of the consumer, potatoes, oranges, and grapefruit are now more frequently packed in popular small sacks. In recent years cleanliness standards have also been raised. Potatoes and celery, which come from the good earth, formerly brought plenty of it with them. In the case of potatoes, washing at shipping point is now more generally practiced than during wartime.

Fruit buyers find special opportunities are afforded just now if they will accept colors of the less popular offerings. Golden Delicious apples of the same size and grade may be purchased more readily than Red Delicious. White fleshed grapefruit is much cheaper than the red or pink fleshed sorts. Texas lemons with a green outer coloring are much cheaper than California lemons with the yellow skin. Yellow onions are cheaper than white onions, although the difference in color may not be recognized after cooking. Pale colored Red McClure potatoes from Colorado are frequently sold at a discount from the dark red stock, even though the skin is peeled off when they are prepared for cooking or the color distinction may be wholly lost in the cooking process. In some instances, at least, green Pascal celery may be cheaper, of better quality, and have a higher vitamin content than the whiter and more fully blanched or bleached celeries, known as Golden Heart and Golden Pascal.

At the same time, there is still opportunity to play up color in the meals. Colorful products like carrots and beets are among the best buys. Sweet potatoes are moving well now since the weather is cooler. Texas greens, including turnips and spinach are plentiful and popular.

New items on the market this week include Texas cauliflower, Mexican new crop white Bermuda onions, and Arizona Navel oranges. As we are about to break into December, South Texas producing sections loom larger as a chief source of vegetable supplies. Eggplant, peppers, green beans, and a few new crop cabbages are being trucked in.

There's no need to slight breakfast. It's possible to get the day off to a good start with a grapefruit, a big glass of orange juice, or a slice of casaba melon. Don't overlook the advantages of the smaller sized oranges. They have lower costs and higher value. Scientific tests have established the fact that the smaller fruits are better in flavor. They are richer and sweeter since they have a higher content of solids. Even the vitamin C content is higher. And that's what counts. With changeable winter weather in the offing, and head colds in prospect, it's a good time to serve plenty of citrus fruit for its protective vitamin value.

Among the current best buys are grapefruit, Irish potatoes, cabbage, carrots, onions, sweet potatoes, spinach, turnips.

Furnished by Ralph G. Risser, Federal Food Reporter

